

## ABSTRACT OF THE DISCLOSURE

The invention is an electronic commercial transaction supporting method and system using Cellular Information Model theory. A plurality of e-customers and e-shops or e-malls are connected to the Internet. A piece of merchandise has numerous attributes but an e-customer is only interested in a limited number of them in any given transaction. Moreover, the attributes described by an e-shop or e-mall do not necessarily coincide with those specified by the e-customer. Correspondence relations between the attributes of interest to the e-customer and the e-mall, respectively, are established based on the history of a transaction and recorded in an attribute correspondence relation table. A global business information management system monitors and maintains local attribute correspondence relation tables on a global level, so that useful correspondence relations established in one e-shop or e-mall are used in transactions in other e-shops or e-malls.